

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is the most important aspect in communication. People can deliver their message to others by using language. By language people can express their emotion and feeling. Language can be used as means of conveying important information. The use of language for communication should be arranged systematically so that the intention of information can be understood and received easily. One of the language applications in media to provide information is brochure. According to Oxford Advanced Learning Dictionary (1989) “brochure is booklet or pamphlet containing information about something or advertising”. One of the products that use brochure as a means of information is the medicine. We often find a brochure inserted in medicine case. From its brochure we can see some aspects to observe. Every medicine brochure has the systematized standard use language so that it presents certain patterns.

There are some reasons why the writer chooses the medicine brochure as the source of data. There is no research before this that used the medicine brochure as the source of data in linguistic research. By reading medicine brochure, we can see the types of sentences. Types of sentences can be classified into declarative sentence, interrogative sentence, imperative

sentence, and exclamatory sentence (Frank, 1972: 220-221). Imperative sentence on the medicine brochures includes important information and direction of usage which must be observed.

Many previous studies dealing about sentence analysis were found by the writer. There are some people who research about imperative sentences, for example from Hidayati (STAIN, 2009). She researched about syntactic analysis of imperative sentences taken from drama entitled *The Man with the Heart in the Highlands*. She used structural approach with Chinese box device.

If it is compared to the previous ones, this research has differences. It is placed on the data source taken. Here the writer takes medicine brochure. The research will only focus on imperative sentence because it is simple to be analyzed. Imperative sentence is mostly found on the medicine brochures, it is caused by all medicine brochures have directions for use in imperative form, for example: *Keep out of reach of children*, *Store in a cool and dry place*, and *Shake well before use*. And the writer can get the sample easily. Those sentences are intended to be considered by the reader or the user because it is important. Imperative sentence gives anything from a command or order, to a request, direction, or instruction. The subject “you” is understood. It means that the command is given to someone. He/she understands who the speaker is talking to without the speaker saying “you”. These sentences start with an action verb. They usually end with a period. In

an imperative sentence, only the predicate is expressed (Frank, 1972: 220-221). According to Hall (1992: 224):

The imperative sentence is incidentally the only pattern in formal English where the subject is not expressed. In other environments the subject might be omitted in informal speech in a conversational context, where sentence fragments, or utterances, were being used in place of complete, formal sentences.

Imperative sentence can be positive and negative form. Positive imperative contains the positive command or request. While the negative imperative contains prohibition and using the word *do not* or *don't* at the beginning, for example:

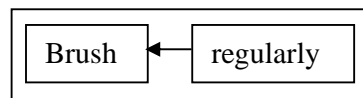
Do not use with the children under six of year age.

The word “do not” here means a prohibition for children under six year age to use the medicine.

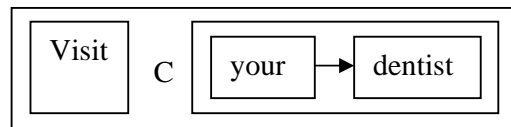
Besides that, medicine brochures contain some types of syntactic structure which can be analyzed. There are four basic types of syntactic structures of sentence (Francis, 1958:292). They are structure of modification, structure of predication, structure of complementation, and structure of coordination. Here the writer takes one sample of the syntactic structure of imperative sentence taken from medicine brochure:

Brush regularly and visit your dentist every six months.

The sentence shows that there are same categories of verb phrase (VP), *brush regularly* and *visit your dentist*. Both of constituents can be different internally and divided into two form.



The first form is syntactic structure of modification. The constituent *brush* has function as the head and *regularly* as the modifier.



The second form has two types of syntactic structure; they are structure of complementation and structure of modification. Structure of complementation with verbal element visit and complement *your dentist*. The complement here is structure of modification, the constituent *your* has function as the modifier and *dentist* as the head. Both of forms are included to imperative sentence without subject, because it's not mentioned for whom but clearly it is addressed to everyone who read this brochure and use this product.

Learning about sentence and structure do not complete if it isn't followed by learning its rules. Syntax is one of the branches of linguistics which studies about sentence structure and its rules. O'Grady in Srijono (2006:63) stated that syntax is the system of rules and categories that underlies sentence formation in human language. Here the writer uses structural grammar approach because this approach focuses on physical composition of constituent within a sentence.

Based on the example and previous study above, the writer is interested to analyze the imperative sentences but it takes from the medicine

brochures and writes it down as a study entitled **Structural Analysis of Imperative Sentences on the Medicine Brochures.**

B. Previous Study

Many researchers have done an analysis of syntax in their study. So the writer here wants to present the previous studies dealing with the Syntactic Analysis. The first research was conducted by Zamrooni (UMS, 2007) entitled *A Syntactic Analysis of Imperative Sentence used in English Translation of Al Qur'an (transformational grammar approach)*. His research aimed at researching (1) the types of imperative sentences and (2) the transformational process of imperative sentences in English translation of Al-Qur'an by Yusuf Ali. The research method is using descriptive qualitative and then analyzing the imperative sentence by using transformational grammar approach. The data are collected from translation of Al-Qur'an by Yusuf Ali by using documentation. The study shows that there are seven different types of imperative sentence in Juz 'Amma: (1) the second person singular or plural, (2) the first and second person together, (3) a noun in direct address, (4) a pronoun especially you, (5) a sentence with you plus an auxiliary verb, (6) the verb do for entreaty, and (7) formulas of politeness before the verb.

The second research entitled *A Syntactic Analysis of Imperative Sentences in William Saroyan's the Man with the Heart in the Highlands Drama (Structural Approach)* by Hidayati (STAIN, 2009). This research

concentrates on syntactic analysis which focuses on structural grammar with applying immediate constituents analysis by using Chinese box. The results of this research are (1) kinds of constituents that form the construction are immediate constituent and ultimate constituent, and (2) there are four kinds of syntactic structure to show the relation between constituents. Those are syntactic structure of modification, syntactic structure of predication, syntactic structure of complementation, and syntactic structure of coordination.

There are some similarities and differences between this research with the previous study above. The similarity both first and second research with this research is that the study analyzes on syntax which focuses on imperative sentence. The differences between the researches with the writer are the first previous study uses English translation of Al Qur'an based on transformational grammar approach while the second previous study takes the data from drama entitled *the Man with the Heart in the Highlands* written by William Saroyan.

This research takes the medicine brochures as the data and uses structural grammar as the theory. In this research, the writer analyzes imperative sentences based on structural grammar. The function of this research is to complete the previous ones.

C. Problem Statement

Based on the background of the study above, the problem statement of the research are as follows.

1. What are the types of imperative sentences on the medicine brochure based on structural grammar approach?
2. What are the types of syntactic structure of imperative sentences on the medicine brochure based on structural grammar approach?

D. Objective of the Study

Based on the problem statement, the writer has the following objectives.

1. To identify the types of imperative sentences on the medicine brochure based on structural grammar approach.
2. To describe the syntactic structure of imperative sentences on the medicine brochure based on structural grammar approach.

E. Limitation

In conducting her research, the writer limits the problems that are going to be discussed. This research only focuses on structural analysis of imperative sentences on the medicine brochures by using structural grammar approach (Chinese boxes). It intends to pay attention to the way linguistic features can be described in terms of patterned organization (structure).

F. Benefits of the Study

The writer hopes that this research has several benefits for the writer herself and the readers in general. Some benefits are:

1. Theoretical Benefit

To give the information about the structural analysis of the English sentences especially imperative sentences used in medicine brochure.

2. Practical Benefit

a. Other researcher

The result of this research will be useful for other researcher as an additional reference in analyzing structural analysis of imperative sentence.

b. The reader

To add knowledge about the linguistic forms of the language used in medicine brochure especially for English Students and Lectures.

G. Research Paper Organization

In order to understand the content of research paper, the writer conducts the research paper organization. The writer organizes her research into five chapters. They are as follows.

Chapter I is introduction that consists of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. This chapter explains syntax, sentence, imperative sentence, Chinese boxes, and syntax of structural grammar.

Chapter III is research method. This chapter deals with type of the research, object of the research, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV is data analysis and discussion. It focuses on research finding and discussion.

Chapter V is conclusion and suggestion.